

L'Oréal Uses BrightEdge Striking Distance Reporting to Improve Positioning for Voice Search



BRIGHTEDGE
CASE STUDY

THE OPPORTUNITY

Voice search makes up 20% of queries now and is predicted by Comscore to exceed 50% of queries around 2020. The impact on the search landscape will be profound because many voice-controlled devices are both screenless and SERPless – the search results cannot be displayed. Only a single result will be delivered audibly, making it a winner-take-all proposition. BrightEdge recommends combining Quick Answer, long tail, and FAQ content campaigns to address voice search.

THE SOLUTION

“Voice search has had a big impact on our overall content strategy. So we’re taking a close look in BrightEdge at striking-distance keywords, understanding that we really need to be in the top position, and there really is only one result when it comes to voice search,” says Spallarossa, Director of SEO for L’Oréal.

“We use the BrightEdge striking distance report to take action on some of the pages that we feel we have the opportunity to really push up in the SERPs. And that’s become the cornerstone of our content strategy.

We approach voice-targeted content by answering the 5 Ws: the who, what, where, when, and why and also take into consideration the how. We find especially in the beauty industry that people are hungry for how-to videos, that people want to know what is the best product, how do you create this certain look, and so we are working very closely with our content strategy teams to make sure that we are taking a more voice-search approach to content creation.”

THE RESULTS

“We’re implementing the recommendations that we see within BrightEdge, and we really are seeing growth.”



Carlos Spallarossa
Director of SEO
L'Oréal

L'ORÉAL



The way BrightEdge gives us that data and shows us how we’re positioned is the cornerstone of the whole strategy around natural language search.